Annual Report 1990-1991

PRINCE EDWARD ISLAND

Department of Tourism and Parks

92-04986/

PRINCE EDWARD ISLAND
DEPARTMENT
OF
TOURISM
AND
PARKS

Annual Report
April 1, 1990 to
March 31, 1991

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PRINCE EDWARD ISLAND CANADA

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OFFICE OF THE MINISTER

Hon. Nancy E. Guptill

The Honourable Marion L. Reid
Lieutenant Governor of Prince Edward Island

May It Please Your Honour:

I am privileged to submit the annual report of the Prince Edward Island Department of Tourism and Parks for the year ending March 31, 1991.

The year under review was a challenging one for the Island tourism industry. Tourism operators in this province as well as throughout the entire Atlantic region were faced with numerous difficulties, including a slowing economy in general, federal budget cuts, the monies lost by the termination of the E.R.D.A. Sub-agreements, the introduction of the G.S.T., the value of our dollar and high gas prices. As well, here in Prince Edward Island, there was the additional impact of a threatened Marine Atlantic ferry strike. This combination of factors resulted in a 5.5 percent decrease in visitation to this province from May 15 - October 31, 1990 as compared to the same period the previous year.

Nevertheless, tourism remains a major economic force in Prince Edward Island, generating more than $84 million dollars in direct expenditures to the provincial economy. The Department and industry continue to address these difficulties in a cooperative manner, with industry in a leadership capacity and government providing support. This past year, we implemented an aggressive promotional campaign in Atlantic Canada, Ontario, Quebec, New England and in other Canada and U.S. markets as well as in Japan. In times of recession, the best strategy to follow is to strengthen ones current marketing plan.

I am very pleased with the performance of the members of the Island tourism industry as well as with that of my Department and staff.

As Minister, I speak vigorously on behalf of the Department and industry at Cabinet and will continue to do so.

I pledge to continue to work with both the public and private sectors to appropriately develop and promote tourism in this province so that all Islanders will reap the benefits of a healthy and prosperous industry.

Respectfully submitted,

Nancy E. Guptill

Nancy E. Guptill
Minister
Department of Tourism and Parks

PRINCE EDWARD ISLAND CANADA

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OFFICE OF THE DEPUTY MINISTER

Lawrence M. MacPherson

The Honourable Nancy Guptill
Minister of Tourism and Parks
105 Rochford Street
Charlottetown, P.E.I.
C1A 7N7

Dear Minister:

I have the honour to submit a report which describes the role of the Department in meeting the many challenges which faced the Prince Edward Island tourism industry during the fiscal year April 1, 1990-March 31, 1991.

An annual report is more than a summary of programs and services. It is a record of commitment--an account of a team of people dedicated to the development and promotion of tourism in this province.

I am particularly proud of the work of Department personnel in the Development, Marketing and Parks Branches during the previous year. The relationship between the divisions focuses on teamwork and cooperation.

I am pleased with the performance of the Island tourism industry and with the leadership provided by the Tourism Industry Association of Prince Edward Island (T.I.A.P.E.I.) and the regional associations.

The Department also works in close cooperation with the federal and municipal governments as well as with other provincial departments and agencies.

These mutually beneficial relationships are the key to the success of tourism in Prince Edward Island. The Department looks forward to continuing these partnerships in meeting the future challenges of the Island tourism industry.

Respectfully submitted,

Lawrence MacPherson

Lawrence M. MacPherson
Deputy Minister
Department of Tourism and Parks

OBJECTIVES OF THE DEPARTMENT

The mandate of the Department of Tourism and Parks is to act as a catalyst in order to stimulate economic diversification and growth evenly throughout the province in the private sector with a minimum of undesirable environmental and social change.

The major objective of the Department is to plan, promote and develop the tourism industry in Prince Edward Island.

The Department is organized into three line branches: Development Branch, Marketing Branch and Parks Branch, with the Administration Branch providing departmental management, administrative services and support.

During the 1990-91 fiscal year, the Department of Tourism and Parks provided continuing support to the tourism sector in Prince Edward Island and cooperated with all levels of government and the tourism industry to attempt to increase travel to and within the province. Provincial Parks, an integral part of Prince Edward Island tourism, operated sites displaying varied representative features of the province and offered support for community participation and program attractions for all visitors.

EXECUTIVES OF THE DEPARTMENT

Minister	**Honourable Nancy E. Guptill**
Deputy Minister	**Lawrence M. MacPherson**
Development Branch	
Director	Eric Willis
Marketing Branch	
Director	Harvey Sawler
Parks Branch	
Director	Douglas Murray
Administration Branch	
Director	Dianne Bradley

PRINCE EDWARD ISLAND TOURISM INDUSTRY

Tourism continues to be the second largest industry in Prince Edward Island. From May 15 - October 31, 1990, the Island hosted 703,007 visitors. This figure represents a 5.5% decrease in total visitation as compared to the same period the previous year. The industry contributed over $84 million in direct revenues to the provincial economy. It is estimated that if year-round non-resident as well as domestic tourism expenditures were calculated, the total economic impact would exceed the $175 million mark. Approximately 66% of non-resident spending stays in Prince Edward Island.

Tourism provides approximately 11,500 permanent and seasonal jobs in the province. This represents 16% of the provincial work force. The industry is the most important source of summer employment in the province.

Tourism is an equal opportunity employer. It provides jobs and careers for skilled and unskilled workers, male and female, from virtually all levels of education and training. It is because of its economic and job-creation capacity that tourism has become one of the most competitive industries in the world.

Tourism in Prince Edward Island is small business personified. Over 1200 small operations make up the tourism infrastructure in the province. The inventory of establishments consists of 5,650 roofed accommodation units, 35 private campgrounds, 14 provincial park campgrounds, 3 national park campgrounds and 91 sights and attractions.

Prince Edward Island offers the travelling public a high-calibre tourism product. The quality of our natural environment is and will remain the most vital element of the provincial economy. Nature has been especially kind to Prince Edward Island with our beautiful landscapes and first-class beaches. As well, we have our internationally-known red-haired orphan, 'Anne of Green Gables', our reputation as the 'Birthplace of Canada' and our world-famous foods--lobster, Malpeque oysters and potatoes.

In addition, Prince Edward Island is equated with a leisurely pace of life and a down-home brand of hospitality. It also offers a variety of cultural and recreational activities. In this respect, Prince Edward Island ranks with the finest on the continent.

DEVELOPMENT BRANCH

DEVELOPMENT BRANCH

The Development Branch assists the private sector in the planning, upgrading and expansion of Prince Edward Island's tourism industry in the following areas:

- Regional tourism planning
- Product development
- Market research and surveys
- Human resource development
- Legislative enforcement

The Branch also serves visitors to Prince Edward Island through:

- Visitor counselling
- A reservation service
- Literature distribution

PERSONNEL

Branch Management

Director - Eric Willis

- Planning Assistant
- Secretary

During the 1990/91 fiscal period, four divisions functioned under the supervision of the Director:

Industry Support

- Senior Development Officer
- Development Officers
- Secretary

Research and Information

- Research Officer
- (Seasonal Research Staff)

Visitor Services

- Coordinator
- Administrative Officer
- Communications Officers
- Administrative Clerk
- Distribution Supervisor
- Secretary
- (Seasonal Travel Counsellors)

Quality Standards

- Quality Standards Coordinator
- Highway Advertisements Field Representative
- Accommodation Inspectors

During the 1990/91 fiscal year, the Development Branch was involved in several significant programs and activities.

INDUSTRY SUPPORT

The *Culinary Masters* was held at the C.P. Hotel in Charlottetown from October 22-28, 1990. Promoted by the Department of Tourism and Parks and the Island tourism industry, with assistance from the Culinary Institute of Canada, the second international culinary competition ever held in Atlantic Canada offered more than $100,000 in cash and prize packages. The Culinary was a very successful fall shoulder season initiative with professional chefs and servers competing from China, Ireland, Romania, the United States as well as from across Canada. The 1990 version included a Floral Masters as well as wine-tasting events, supported by the Opimian Society. The free publicity generated across the nation exposed Prince Edward Island and its primary products to an extensive audience. As well, it positioned the province as a centre of influence in the international culinary field.

The third annual *Atlantic Classic* was held at Brudenell River Provincial Golf Course from August 30 to September 2, 1990. The Classic is the only stop on Canada's professional golf tour east of Quebec City. Sanctioned by the Canadian Professional Golfers Association Tournament Players Division and coordinated by the Department of Tourism and Parks, the Classic offered more than $100,000 in prize money through its major supporter, the Perrier Group of Canada Inc. as well as a group of subsidiary sponsors. The Atlantic Classic greatly enhanced Prince Edward Island's reputation as a prime golfing vacation destination and assisted in attracting visitors to the province during the fall shoulder season.

The Acadian culture is a strong asset to tourism in Prince Edward Island. Again in 1990, more than 25,000 visitors came to the Evangeline Region and spent over $1.24 million there. The Department has worked closely with the Evangeline Tourist Association in many joint initiatives designed to attract Francophone vacationers to the province. This year, Tourism and Parks and the Evangeline Association collaborated to produce a series of tabloid-style newspaper supplements inserted in French daily and weekly newspapers in Quebec, Quebec rural and Acadian markets in New Brunswick. The support of this tabloid for the fourth consecutive year complements the Department's Quebec French newspaper campaign. Prince Edward Island and the Magdalen Islands also exchanged advertisements in their 1990 Visitor Guides.

A promotional tour in Montreal is planned for later in the spring which will include participation by a group of Acadians in the well-known French television daily program 'Demons du Midi' as well as a promotion at 'La Place Desjardins' shopping mall. Cooperative advertising was one of the main sources of marketing for the Acadian tourism product, allowing the Evangeline Tourist Association and its members to promote more widely and to reach their targeted markets. The Evangeline Tourist Association is presently developing a strategic marketing plan for the promotion of the Acadian tourism product. Prince Edward Island representative Emile Gallant sits on the board of 'Centre Acadien du Tourisme', an organization which focuses on the development of the Acadian tourism product. The Evangeline Region Development Officer position remains in place, jointly funded by the Department and the Secretary of State.

A number of annual activities were again successful this year, i.e. Canada Day Celebration, Atlantic Fiddlers Jamboree, Acadian Day Celebration and the well-known Acadian Festival, one of the top one-hundred attractions in North America.

The Department provided assistance to more than thirty festivals and events throughout the province during the 90/91 fiscal year. A workshop was held in the early fall to address a number of concerns affecting this segement of the industry. This was a cooperative endeavor by the Departments of Agriculture, Tourism and Parks, Fisheries, Community and Cultural Affairs as well as Treasury Board.

The first ten-mile stretch of a possible Island-wide network of trails is being developed in the Elmira area in Eastern Kings. This 'Rails to Trails' initiative will offer hiking and biking trails to Islanders and visitors alike.

Prince Edward Island golf associations are presently looking at the possibility of forming a provincial organization in an effort to:

- market Prince Edward Island as an international golf destination;
- take advantage of bulk purchasing during these recessionary times;
- improve both the physical plant and the human resources involved in the overall golf industry.

The Prince Edward Island Street Rod Association will host the twentieth annual *CANATs '91* in Montague this year. This will be the first time this international event has ever been held east of Ontario. National media coverage of the event is anticipated.

An accommodation-grading program is being developed as a cooperative effort between Prince Edward Island, the three other Atlantic provinces and Alberta. The program is designed to provide our visitors with the means of judging the quality of Island accommodations and to assure vacationers that the grading standards used in both provinces have a level of regional acceptance and recognition. The Atlantic Canada Grading program will serve as a model for a national accommodation-grading system, which could be implemented as early as 1993.

RESEARCH AND INFORMATION

The awareness of Prince Edward Island as a travel destination was assessed through focus group studies with travel agents in Toronto.

Breedon Research Inc. was hired to conduct a preliminary analysis of the potential for an Island Value Vacations blitz to be implemented in the Ottawa area in mid-May, 1991. The pretest study of Toronto travel agents was required to determine the following:

- the level of awareness of Prince Edward Island as a travel-package destination;

- the reaction of travel agents to the proposed approach of the blitz;
- the comparability of the Island Value Vacation brochure with other product offerings.

An evaluation of Prince Edward Island festivals and events was designed for 1991. The purpose of this study is to assess the economic and social impact of Island festivals and events and to provide feedback for future development purposes. Surveys will be conducted on a cross-section of the following types of events:

- Cultural festivals;
- Fisheries festivals;
- Agricultural fairs;
- Product festivals;
- Community festivals;
- Sporting events.

The 1990 Tourist Exit Survey explored basic demographic indicators related to visitor characteristics, accommodations used, travel in regions and expenditures while in Prince Edward Island.

QUALITY STANDARDS SECTION

The three main areas of responsibility under the Quality Standards Section include;

- the administration of the Highway Advertisements Act and Regulations;
- the delivery of the Highway Information Signage System (HISS);
- the administration of the Innkeeper's Act.

A committee with representatives from the public and private sectors was formed to review both the Highway Advertisements Act as well as the Highway Information Signage System. Approximately 770 applications have been received for 1991 HISS signs.

The Quality Standards Section, with the support of the Department of Health and Social Services and the Visitors Information Centre, is responsible for licensing all accommodations in the province. Accommodation inspectors continue to address problem establishments through regulatory means and by offering advice and counselling. Four part-time accommodation inspectors hired by the department report to the Department of Health and Social Services on a day-to-day basis. Another accommodation inspector shares even duties between the Accommodation Inspection Program and T.I.A.P.E.I.'s Accommodation Grading Program.

Quality Standards is also responsible for coordinating the 'Sights Section' of the 1991 Visitors Guide in cooperation with Michelin Travel Publications.

NATIONAL TOURISM WEEK

Prince Edward Island, the Federal Government and provinces across Canada celebrated *National Tourism Week* from May 5-11, 1990 under the theme 'Canada Grows With Tourism'. This celebration allowed Canadians the opportunity to share information on the importance of the world's fastest growing industry.

VISITOR SERVICES

The Visitor Information System, comprised of twelve provincially-operated visitor information centres (VIC's) and augmented by 'Dial-the-Island' telephone service, provided an information and reservation service to the vacationing general public. 'Dial-the-Island' services North America. In New Brunswick and Nova Scotia, 'Dial-the-Island' includes a reservation as well as an information service. The following is a summary of Division activities in 1990:

Literature Distribution

The literature distribution system distributed provincial and private publications throughout the VIC system. The Division responded to approximately 113,300 mail inquiries and forwarded bulk supplies in response to an approximate 1,000 requests.

Dial-the-Island

Dial-the-Island service from New Brunswick and Nova Scotia operated year-round. A maximum of six lines processed approximately 35,000 calls (including 5,842 confirmed reservations). Dial-the-Island calls from other provinces and states processed 42,000 information requests during the calendar year.

Visitor Statistics

In 1990, 163,131 tourist parties sought information at the various visitor information centres.

Accommodation Deposits

Five visitor information centres provided an accommodation deposit service in addition to the information/reservation service. This guaranteed travellers' accommodations when they were unable to honour establishments' holding times.

Inspection and Licensing

The annual inspection of all accommodations was conducted by Department of Tourism and Parks' inspectors. In 1990, 1,160 accommodation and campground establishments were licensed to operate.

MARKETING BRANCH

MARKETING BRANCH

MARKETING BRANCH

The Marketing Branch presents the consumer and public information programs of the Department; assists private sector projects; and conducts the sales, advertising and public relations programs for Island tourism.

PERSONNEL

Branch Management

Director - Harvey Sawler

- Secretary

During the 1990/91 fiscal period, two divisions functioned under the supervision of Mr. Sawler:

Media Division

- Senior Media Coordinator
- Publications Coordinator
- Media and Marketing Officer (Vacant)
- Editorial Coordinator
- Joint Promotion Group Coordinator
- Secretary

Sales Development Division

- Senior Travel Sales Coordinator
- Group Travel Sales Representative
- Seasonal Tour Guides
- Seasonal Japanese Market Representative
- Secretary

PARTNERSHIPS/REGIONAL COOPERATION

The majority of programming within the Marketing Branch was dependent upon initiatives with private and public-sector partners, the other Atlantic Provinces and the Tourism Industry Association of Prince Edward Island (T.I.A.P.E.I.).

Partnerships included agreements with Air Canada, Air Nova, Canadian Airlines, Air Atlantic, Prince of Fundy Cruises, Canada Post Corporation, Bantam Books, Penguin Books, Blythe and Co., Tours Acadie, the Potato Marketing Board and the Magdalen Islands.

THEMES AND IMAGE DEVELOPMENT

The umbrella theme *One of the World's Great Islands* continued to stimulate local and off-Island tourism interests and remained the foundation of the provincial marketing plan.

The marketing plan continued to focus upon six essential products, including being an Island, the Birthplace of Canada, Anne of Green Gables and Lucy Maud Montgomery, primary products and vacation packaging as well as our unique cultural products.

Atlantic Canada, a 'Coast of Difference', targeted the U.S. market in a cooperative campaign with the other Atlantic provinces.

PUBLICATIONS

The all-inclusive Visitors Guide is the major fulfillment piece for all inquiries generated by the marketing efforts of the department. It is revised and

updated annually to incorporate innovation in the industry. In addition to attraction and accommodation grading, the guide included a directory of eating establishments. The guide is perfect bound for easier handling and its size was maintained from previous years.

ADVERTISING

The advertising creative and campaign capitalized on the six essential product images. Appearing in mass-media print, these advertisements generated an increase in inquiries, resulting in widespread circulation of our Visitors Guide. A double-page spread creative with a two-three year lifespan was designed for better cost efficiency.

JAPAN MARKET DEVELOPMENT

The number of Japanese visitors to Prince Edward Island again increased dramatically in 1990. Visitation was up by over 60 percent to a new all-time high of 8,500 people.

An Atlantic Canada sales mission, consisting of representatives from both the private and public-sectors of the four provinces, travelled to Tokyo in December to participate in 'World Travel Fair' and 'Kanata '90'. Both events were well attended by members of the Japanese travel trade.

Expanded efforts at Rendezvous-Canada towards the Japanese market have resulted in increased trade awareness of Prince Edward Island as a primary Canadian destination. Private-sector interest in this developing market has increased dramatically.

New agreements with the other Atlantic Provinces towards international tourism development will increasingly mean that more of Prince Edward Island's Japanese initiatives will be regionally, rather than provincially, based.

EUROPEAN EXPORT MISSION

New efforts aimed at developing the European market were begun this year with participation in the first European Export Mission to England, France and Germany. Members of the Marketing Branch and private sector participated in this Atlantic Canadian initiative.

THE JOINT PROMOTION GROUP

This amalgamation of government and private-sector resources into joint programs examined new areas of potential. Model projects such as messaging on food products, joint trade show promotion, the Culinary Masters and the Prince Edward Island General Store highlighted the year.

MARKETPLACES AND TRADE SHOWS

The Marketing Branch participated in the following events:

- World Travel Mart, London, England
- National Tour Association
- American Bus Association
- Ontario Motor Coach Association
- Rendezvous Canada
- World Travel Fair, Tokyo, Japan
- Kanata 1990, Atami, Japan
- U.S. Outdoor Shows

SEA SELL - THE CANADIAN FRIENDSHIP

Prince Edward Island again participated in the 'Sea Sell' promotion and travelled to Baltimore, Philadelphia and Boston. Over 50,000 people visited the ship while it was in port, including many tour wholesalers, tour operators, group opinion leaders and travel agents. This was one of the largest and most significant tourism promotions ever undertaken by Prince Edward Island's tourism industry.

TRAVEL INFLUENCER/EDITORIAL PROGRAM

During the period covered in this report, almost $3 million worth of free advertising was afforded the province through the Travel Influencer/Editorial Program.

Media kits including informative travel features and photographs were distributed to 850 print media in North America and selected overseas markets. This resulted in 200 media placements. Additionally, approximately 34 travel writers and photographers were sponsored as familiarization tour participants who visited Prince Edward Island to research and write travel copy for the print and electronic media.

THE TIAPEI MARKETING COMMITTEE

Through regular meetings and attention to detail on the part of private-sector participants, the TIAPEI Marketing Committee exercises considerable influence over marketing programs and initiatives by challenging Marketing Branch concepts and by generating new concepts as a committee of the whole. Chaired by Lori Lawless, the group was particularly instrumental in 1990/91 in bringing about improved cooperative advertising for the Island private sector, in enhancing the packaging capability of the province and in providing the leadership to pursue marketing ideas and projects.

PARKS
BRANCH

PARKS BRANCH

Provincial Parks has a mandate under the Recreation Development Act to operate and promote the orderly development of recreational opportunities and services and to encourage the preservation of natural resources and ensure their effective integration with other sectors of public and private endeavours.

PERSONNEL

Branch Management

Director - Douglas Murray

- Development Coordinator
- Secretary

Three divisions function under the supervision of the Director:

Operations - Eastern Region

- Manager
- Two Park Superintendents
- Operations Foreman
- Two Maintenance Trades Workers (one--50 %)
- Clerk
- Two Greensmen (50 %)
- Program Coordinator
- (Seasonal Staff)

Operations - Western Region

- Manager
- Two Park Superintendents
- Program Coordinator (50%)
- Operations Supervisor
- Two Operations Foremen (One--67%)
- Two Maintenance Trades Workers (one--50%)
- Clerk
- Two Greensmen (50%)
- Auto Service Worker (50%)
- (Seasonal Staff)

Operations - Brookvale and Capital Construction

- Manager
- Planning Technician
- Park Maintenance Worker
- Park Officer (50%)
- (Seasonal Staff)

Several positions have been converted from seasonal to permanent (50%), including four golf course greensmen, two carpenters, an automotive service worker, a program coordinator and the park officer at Brookvale. Conversion assures continuity in these tasks, and incumbents can benefit from training programs not previously available.

RECOMMENDATIONS

- Continuation of capital funding for Brookvale Provincial Ski Park to complete the transformation of alpine facilities. Included is the installation of the chairlift and complete realignment of slopes to cross the natural fall lines of the hill and to focus on the new lodge.

- Emphasis on the marketing initiative in the winter season in the wake of the Canada Winter Games and the completely revitalized facilities at Brookvale and Mill River for family skiing.
- Continued emphasis on the community awareness initiative called 'This is Your Park', which encourages participation and support for individual parks with the creation of special interest groups.
- Continuation of capital funding for Red Point Provincial Park to substantially complete expansion of the campground and related facilities. Planned is the addition of three-way serviced sites and redesign of waste-handling facilities for the park.
- Support for a Canadian Heritage Rivers Systems Study of all substantial rivers in Prince Edward Island. This is a comparative study of river values to identify potential candidates in the province for nomination to the system.
- Continuation of computerization of park management with additional units in the operation regions and training for all levels of employees on general familiarization and specific applications.
- Creation of a pilot project to address biting fly problems in certain parks with specific new bacteriological agents which have already been tested in P.E.I.
- Construction of a cross-roads canteen at Brudenell Golf Course.
- Construction of a new creative playground at Cabot Beach Provincial Park.

ORGANIZATION OF PROVINCIAL PARKS

Provincial Parks operate under the headquarters office in the Jones Building in Charlottetown and from regional operation offices in Brudenell and Mill River Provincial Parks. Regional offices are responsible for seasonal operation, upgrading, maintenance and visitor programming.

The park system is composed of 31 developed parks offering camping (14 parks), golf (2 parks), beaches, picnic facilities, marinas, nature preserves, heritage sites and winter skiing facilities for both alpine and nordic skiers. The parks are located primarily on the perimeter of the Island and all but Buffaloland operate seasonally. There are 30 permanent staff (25.17 person-years) and Parks hire approximately 240 seasonal employees.

Parks with high levels of visitation offer a schedule of regular activities during the season, including skiing in winter months and golf, tennis, board sailing, lawn bowling, campfires, historical and natural interpretation programs plus recreation schedules for kids. Special events in the parks are increasing each year such as golf and tennis tournaments, clinics, festivals, boardsail regattas, senior citizen days, sugarbush demonstrations and special ski days. Parks encourage and support community-organized events in the parks with considerable success. These include highland games, blueberry festivals, community days, Red Cross swimming programs and family reunions.

FACILITY CHANGES

- Final adjustments were completed at Brookvale Provincial Park for the Canada Winter Games. These included a start-finish building for all events which may be held at the site, a competitors' building for preparation and a storage facility for both nordic and biathlon sports.
- Construction was begun on the new alpine hill. Over 40 vertical feet of fill was added at the top of existing facilities and a new quad chairlift was purchased for installation in 1991-92. The changes will offer modern skiing facilities on properly designed slopes with two and a half times the previous skiable area. The longest run will double in length from 1200 to 2400 feet.
- Ski lockers were added in the alpine lodge for the convenience of park users, and carpeting of the upper floor has served to finish the public areas of the lodge.
- The capital project at Red Point Provincial Park was begun with complete refitting of the two existing comfort stations and purchase of materials for construction of remaining facilities in 1991-92.
- Lighting for the nordic ski trails at Mill River was completed, and the facility now offers eight km. of trails for night skiing in support of the resort and the new aquaplex which was built under other initiatives.
- Seasonal staffing was increased in four campgrounds from five to six in order to improve service and security for visitors.
- Seasonal staffing was provided for the new nordic site at Brookvale to permit ongoing support for this national-standard facility.
- Computer capability was added to the regional offices for improved record keeping and controls as well as at Brookvale for issuing daily ski passes and record keeping.
- Sites were reopened at Cabot Beach and Green Provincial Parks around refurbished comfort stations which had not been open for several years in response to renewed interest from park communities.
- A creative playground facility was installed at Green Provincial Park.
- Fifteen replacement golf cars were added at Brudenell.
- The Canadian Ski Patrol was brought in to Brookvale for the professional protection of park users.

PROGRAMS AND PUBLICATIONS

Brudenell again successfully hosted the Atlantic Classic, the only pro-am event on the Canadian Professional Golf Association tour held east of Quebec.

A statistical report on use of the parks was developed and issued by the branch.

The marketing campaign developed by the Marketing Branch for Provincial Parks was again directed at on-Island awareness of the parks through radio spot ads and at off-Island vacationers in the Maritimes through newspaper ads. The parks also hosted some of the Irish-theme festivities held across the province.

A new lure brochure was launched for the park system with the assistance of the marketing branch.

Parks participated in the new Natural Pathways program of winter-packaged vacations involving Mill River and Brookvale facilities as well as the summer Island Value Vacations with four packages involving Mill River, Brudenell River, Cedar Dunes and Campbell's Cove Provincial Parks.

International Sled Dog Races were held at Mill River, the first ever held in the province.

Events in nordic skiing and biathlon held at Brookvale during the Canada Winter Games were very successful. Snow was scarce, but the combination of a large volunteer contingent in both sports and the assistance of the Transportation Branch made for superb skiing conditions.

STATISTICS

Visitation in provincial park campgrounds decreased by 1.9% in 1990 in response to reduced visitation to the province. Twenty-two (22) percent of the camper-nights were occupied by reservation in this first year the service was advertised in the Visitors Guide. Day-use figures reached an estimated 436,500 day visitors, but figures the previous year were incomplete for comparison. Golf rounds decreased by 5.8% for the season, and skiing at Brookvale decreased substantially with the short winter season as well as the effect of a longer winter vacation in which significant numbers of skiers disappeared to higher slopes.

Total revenue for the branch was $1,104,000 for the year, an increase of 0.3% from the previous season. This occurred because of modest increases in golf and camping fees (4%) and similar usage plus substantial increases in skiing fees offset by the short winter season (five weeks less). Cost recovery for total management and operations was 31.9%, down 3.5% from 1989. This is principally the result of increased operation costs at Brookvale with the new Winter Games facilities and their short winter.

ADMINISTRATION BRANCH

ADMINISTRATION BRANCH

The Administration Branch provides support services to the other branches of the Department. Major areas of responsibility are:

- Budget preparation
- Expenditure monitoring and forecasting
- Invoice and expense claim processing
- Staffing
- Classification
- Payroll
- Staff development
- Other employee-related programs

PERSONNEL

Branch Management

Director - Dianne Bradley

In addition to the Director's position, the Administration Branch is comprised of the following positions:

- Administrative Officer
- Accounts Clerks
- Secretary
- Receptionist

Departmental Staff

Permanent Division

On March 31, 1991, the Department had a total of 69 permanent positions--52 permanent full-time and 17 permanent part-time. The following is a breakdown of these positions:

	Full-time	Part-time	Total
Departmental Management	7	0	7
Development Branch	16	3	19
Marketing Branch	10	1	11
Parks Branch	19	13	32
Department Total	52	17	69

Casual Division

Approximately 350 employees were hired on a seasonal basis, primarily in the areas of visitor counselling, parks maintenance and parks recreational programming.

Classification Review

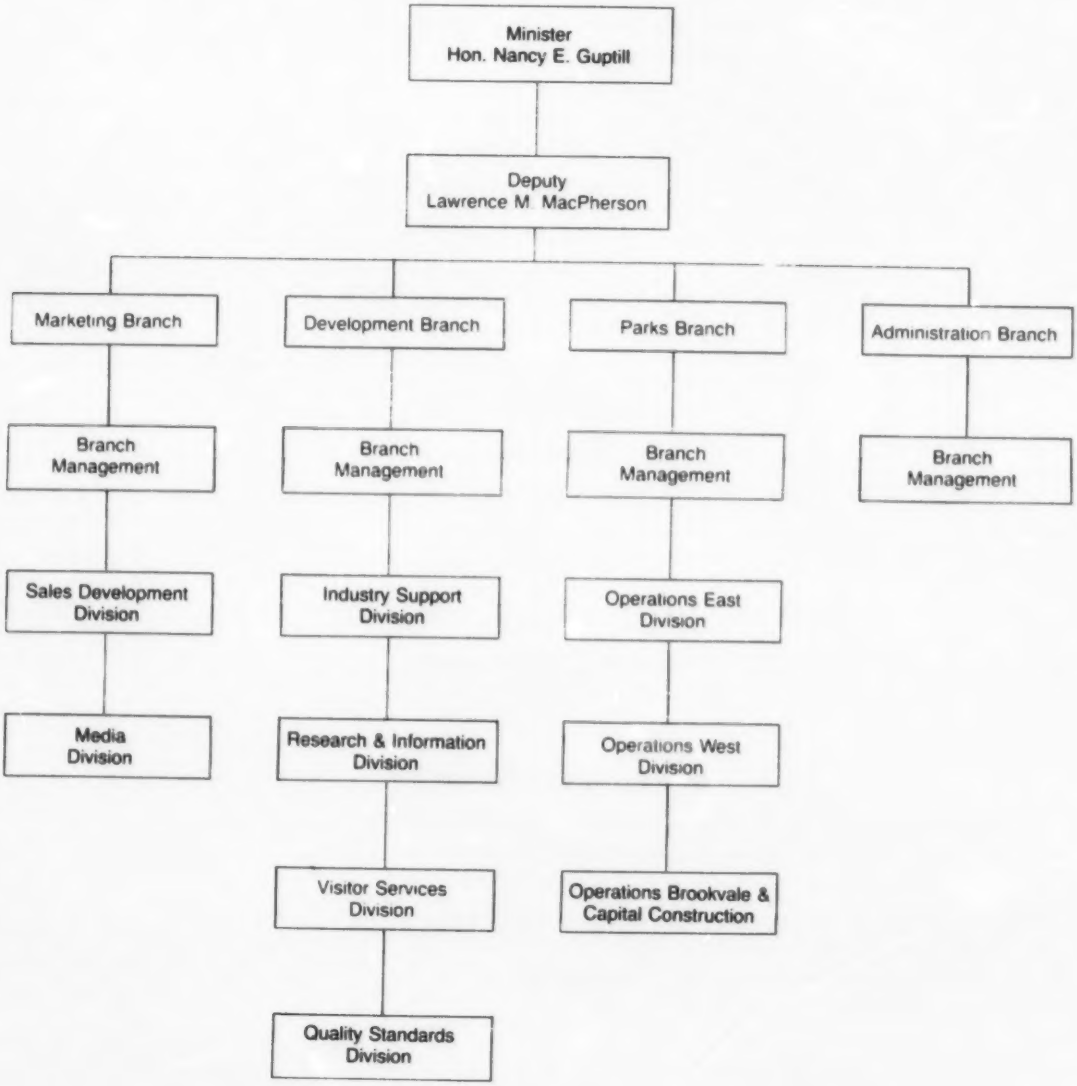
On November 1, 1990, Government announced that the Civil Service Commission would conduct a Classification Study to review the classification of all positions in the Prince Edward Island Civil Service.

As part of this review, Departmental staff were each asked to complete a Job Information Questionnaire for his/her position. All questionnaires were completed and submitted to the Classification Review Committee by the end of March, 1991. Results of this review are expected to be implemented by April 1, 1992.

APPENDICES

APPENDIX 1

ORGANIZATIONAL CHART AS OF MARCH 31, 1991



APPENDIX 2

DEPARTMENT OF TOURISM AND PARKS
STATEMENT OF EXPENDITURES
for the year ended March 31, 1991
(Unaudited)

	1990-91 Estimate	1990-91 Actual Expenditure
DEPARTMENTAL MANAGEMENT		
Administration	$ 499,200	$ 443,554
Sponsored Events	325,000	0
Fed/Prov. Tourism Agreement	300,000	0
	$ 1,124,200	$ 443,554
TOURISM DEVELOPMENT		
Branch Management	$ 126,800	$ 127,975
Visitor Services	1,089,800	1,086,521
Visitor Services - Upgrading	105,000	117,006
Research	56,500	55,068
Visitor Counts & Surveys	97,500	79,998
Market Segment Research	37,500	473
Pre & Post Testing	18,000	5,543
Extension	116,500	73,591
Festivals & Events	50,700	46,035
Signage/Accommodation Inspection	160,100	125,437
Product Development	143,400	226,491
French Language Programs	232,800	307,357
Festival of the Descendants	29,500	10,000
Theme Development	50,000	51,143
Regional Tourism Development	130,000	72,900
	$2,444,100	$2,385,538
TOURISM MARKETING		
Branch Management	$ 478,000	$ 392,503
Conventions	53,200	100,000
Sales Development	26,100	15,608
Targeted Marketing	349,700	338,784
Tour Development	64,300	60,589
Advertising	893,400	1,274,170
Travel Influencer	84,000	73,514
Shoulder Season Marketing	269,200	266,210
Publications	625,400	555,887
Primary Products Promotion	56,600	16,924
Product Feature	100,000	181,543
	$2,999,900	$3,275,732
PARKS		
Branch Management	$ 417,400	$ 390,167
Parks - East	1,200,200	1,197,204
Parks - West	1,251,900	1,300,506
Brookvale	341,900	314,797
Parks Upgrading	291,400	300,623
	3,502,800	3,503,297
DEPARTMENT TOTAL	$10,071,000	$9,608,121

APPENDIX 3

DEPARTMENT OF TOURISM AND PARKS
STATEMENT OF REVENUE
for the year ended March 31, 1991
(Unaudited)

	1990-91 Estimate	1990-91 Actual Revenue
DEPARTMENTAL MANAGEMENT		
Special Events Sponsorship	$ 325,000	$ 131,824
	$ 325,000	$ 131,824
TOURISM DEVELOPMENT		
French Services Agreement	$ 202,800	$ 283,498
Signage Fees	113,500	123,095
Poster Sales	12,500	9,345
Concessions	3,000	3,030
	$ 331,800	$ 418,968
TOURISM MARKETING		
Advertising Sales	$ 130,000	$ 48,273
Miscellaneous	-	750
	$ 130,000	$ 49,023
PARKS		
Parks - East	$ 574,800	$ 566,798
Parks - West	366,800	407,142
Brookvale	157,600	130,051
	$1,099,200	$1,103,991
DEPARTMENT TOTAL	$1,886,000	$1,703,806